

# Hi Fi Prototype

Midway Milestone

# Our Team



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**n**  **oms**

*Simplify dining – just for you.*



## *Problem*

**A lack of detailed information about full dining experiences** makes it difficult for people to eat out.

While high-level information and reviews about food quality are now easily accessible, customers are **typically unable to learn specifics** about factors like potential allergens, parking availability, COVID safety measures, and more.

noms

## ***Solution***

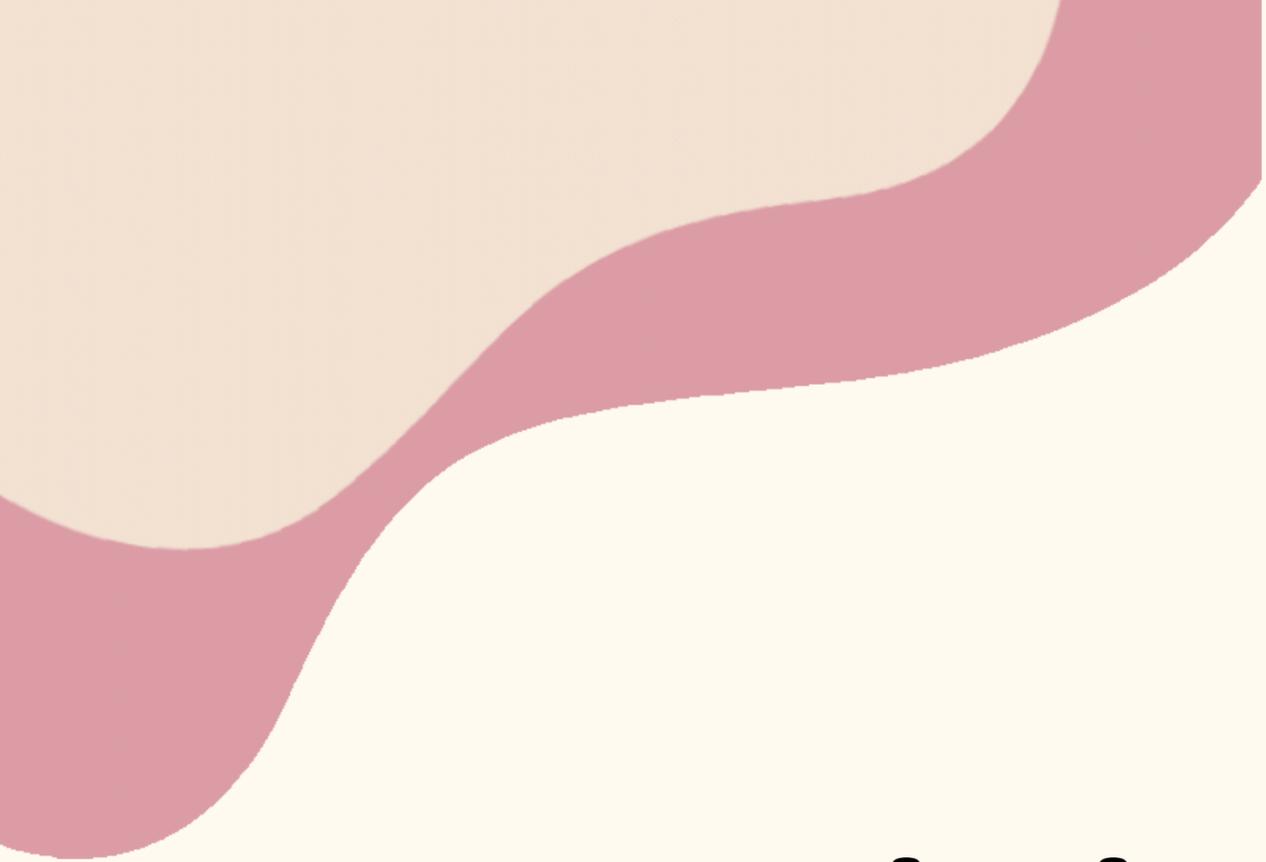
Our mobile application, **noms**, provides granular information about dining experiences to customers based on the **unique factors** that they prioritize over others.



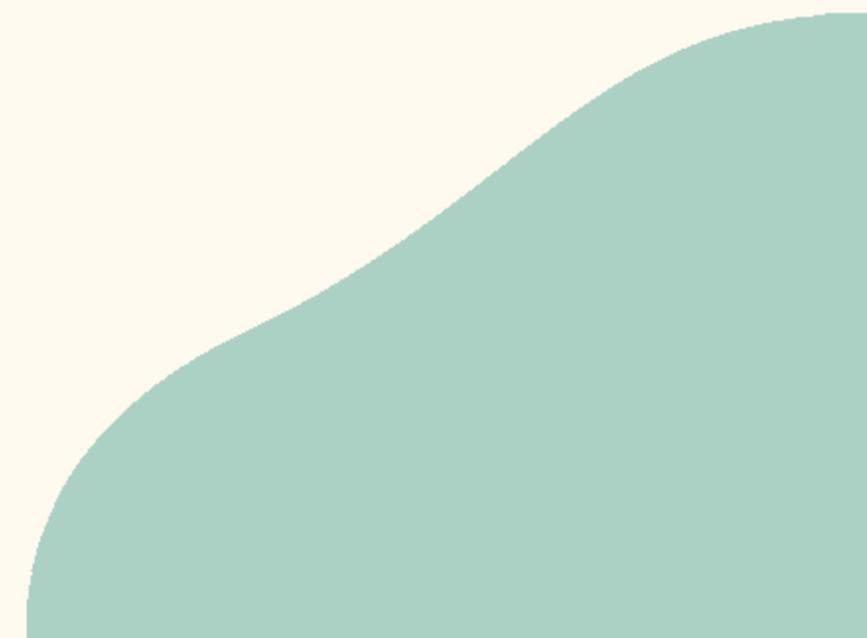
# Overview



- 01** Heuristic Evaluation Results  
+ Revised Designs
- 02** Prototype Status
- 03** Demo!
- 04** Summary & Questions



# **Heuristic Evaluation Results + Revised Designs**



# HE Overview

Most violated heuristics:

Category	# of violations
Severity 4	4
Severity 3	18
<hr/>	
<b>Subtotal</b>	<b>22</b>

**User Control (5)**

**Efficiency of Use (4)**

**Value Alignment (4)**

**Fairness & Inclusion (4)**

# Med-Fi Limitations (Figma)

1. Not able to pause or skip videos
2. Users must fill out dietary restrictions to get a match

***FIX***

Already intended to work in hi-fi prototype!

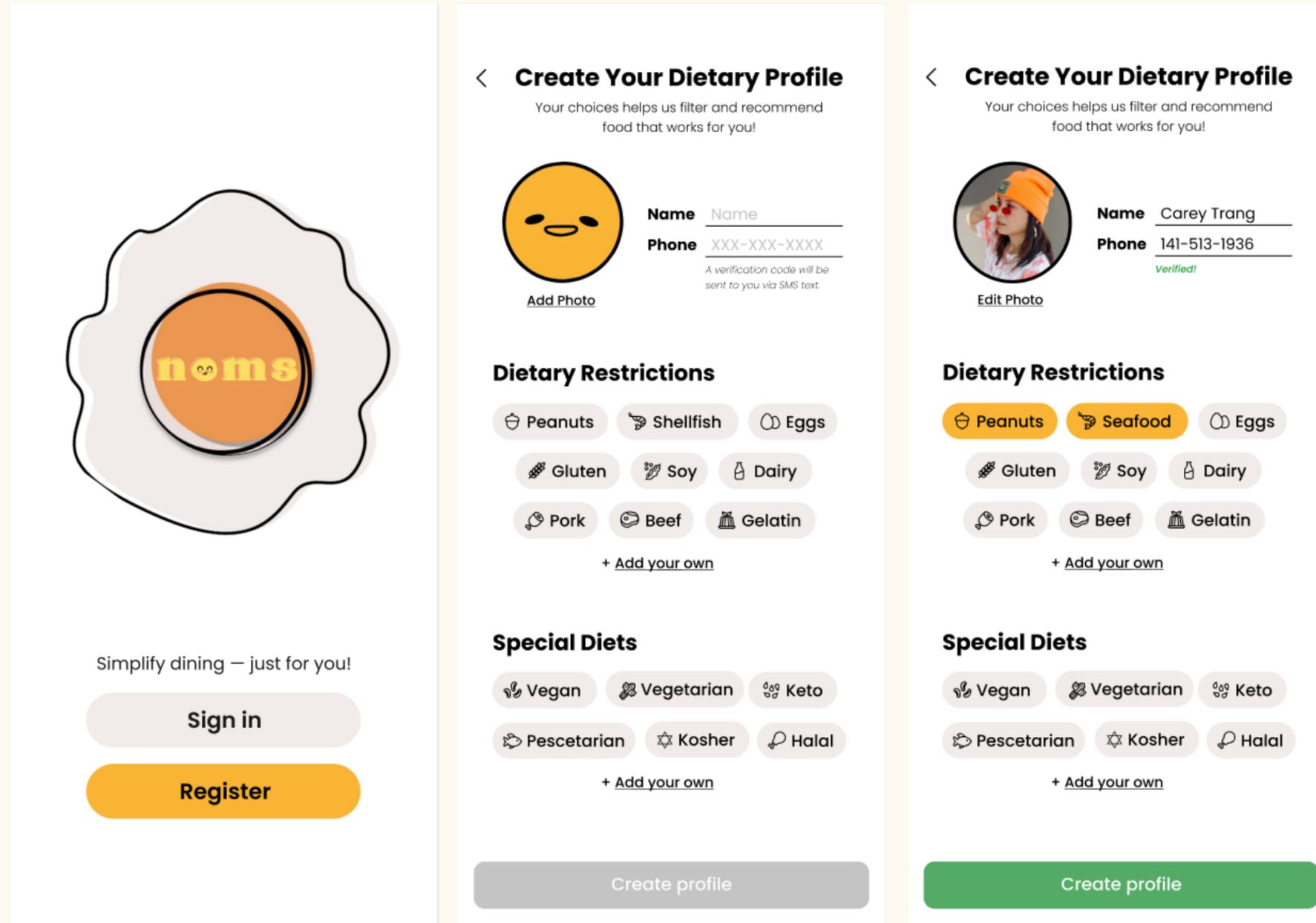
# Onboarding Screens

1. Profile screen is information heavy; input fields are too small
2. Name field doesn't specify first or full name
3. Verification via phone number
4. Lacking initial clarity on "unique" tasks for new users

## **FIX**

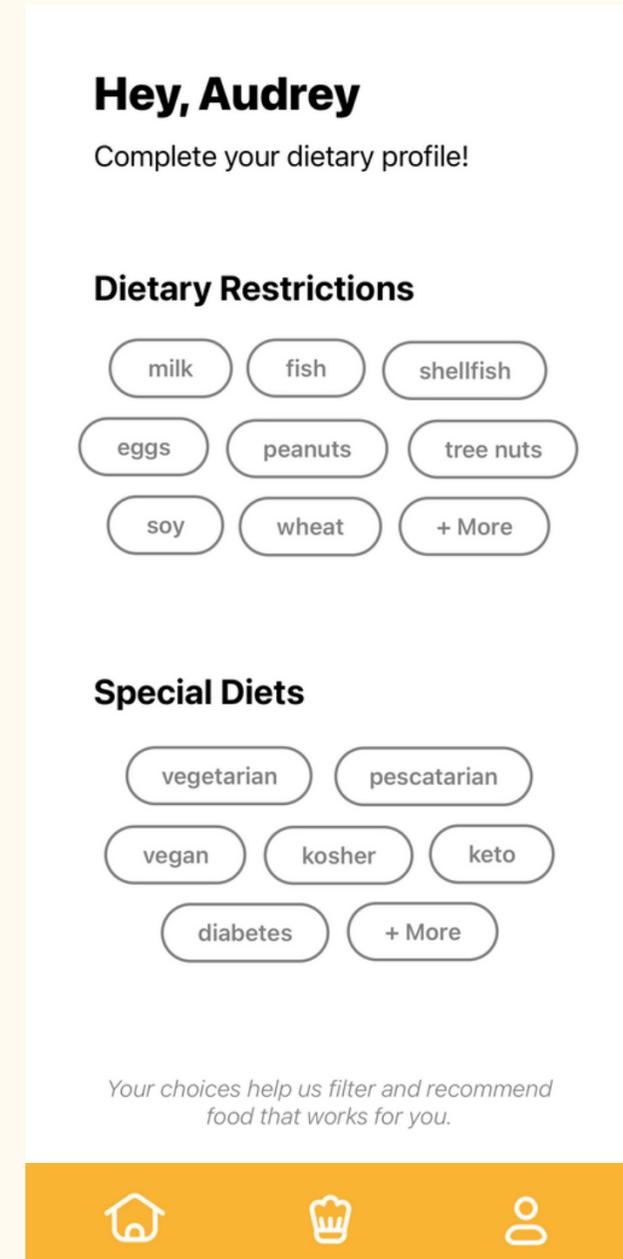
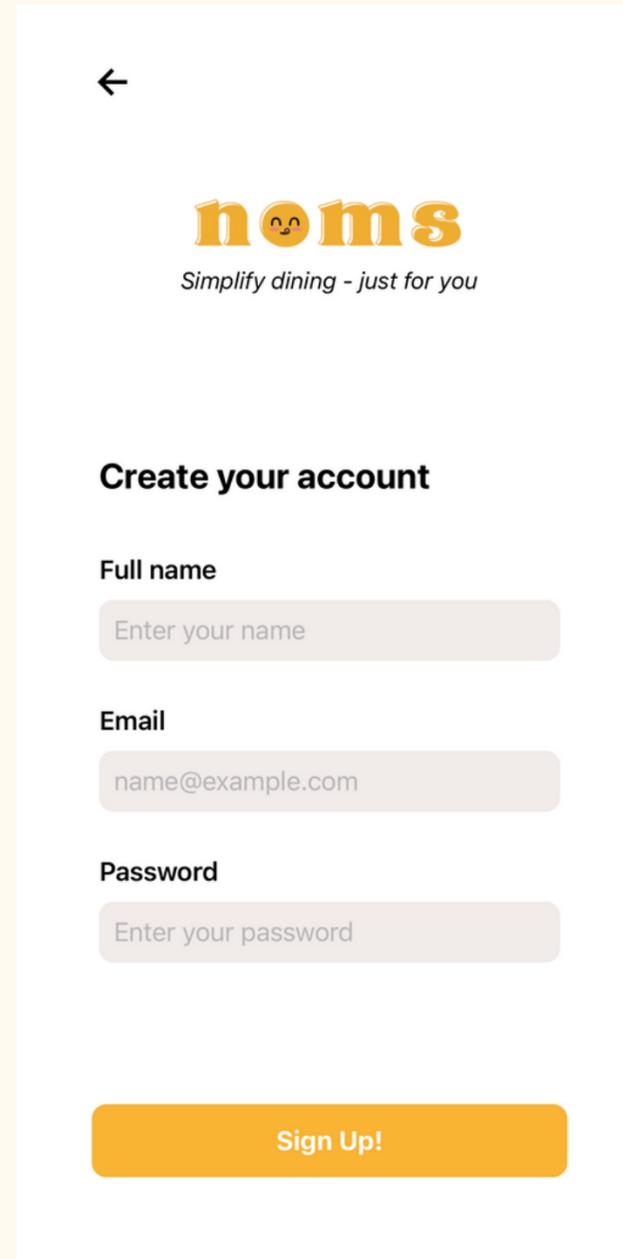
- **Split registration & dietary profile input sections**
- Specified full name
- Registration via email address \*
- Added onboarding swiper with key tasks

# Onboarding Screens



*before*

# Onboarding Screens



*after*

# Home Screen

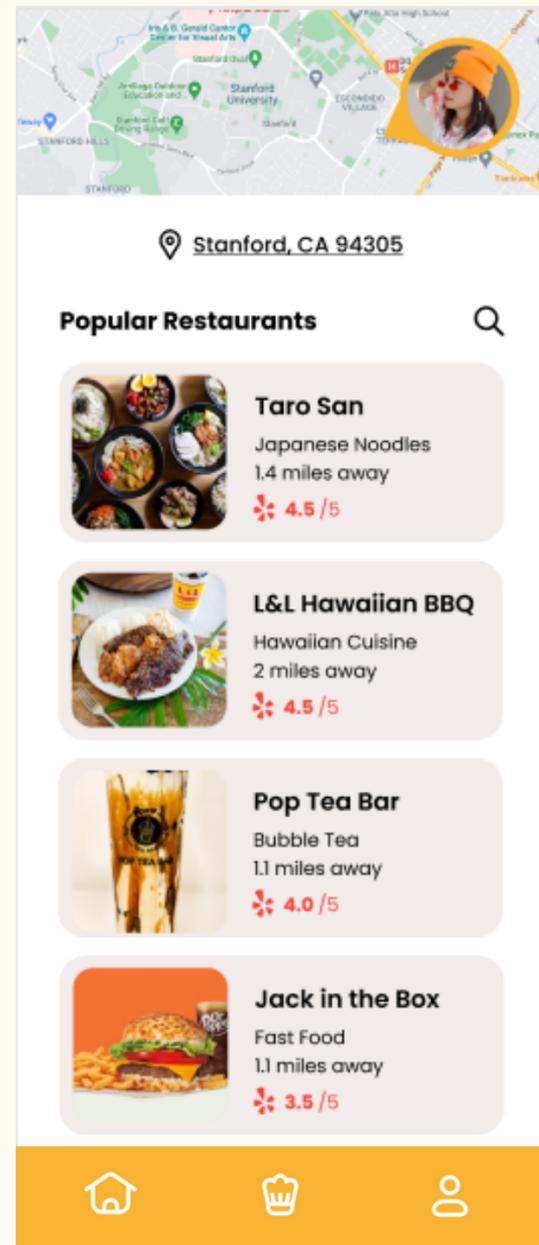
1. Only able to set current location \*
2. Can't save restaurants or dishes for future reference \*
3. No filters or categorization beyond "Popular Restaurants"

## ***FIX***

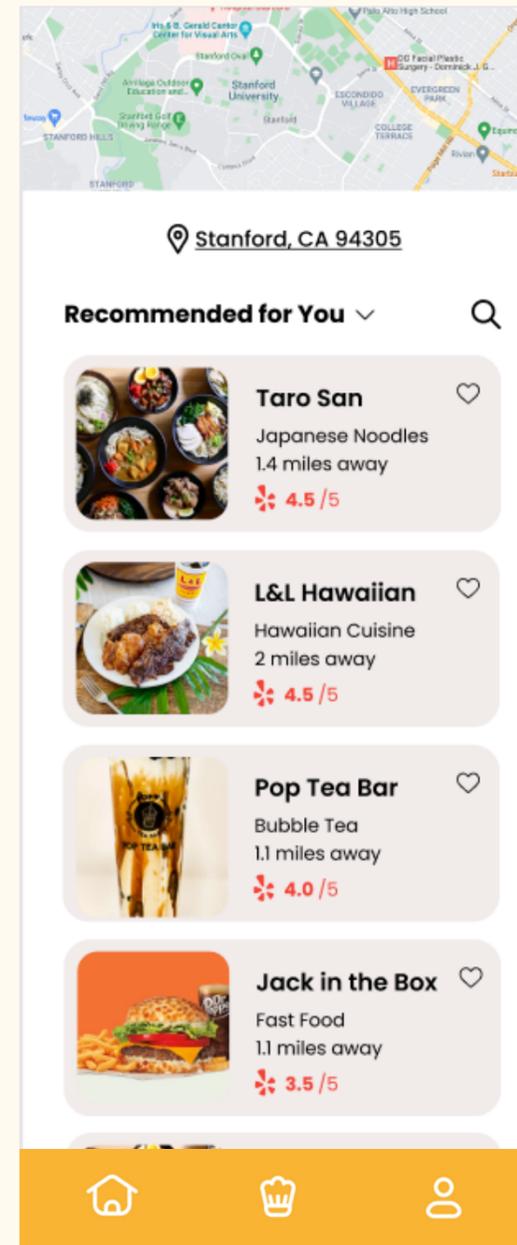
- Add category dropdown for:
  - Popular Restaurants
  - Recommended for You
  - Distance
- Store "saved" restaurants in profile page (TBD)

\* complexity

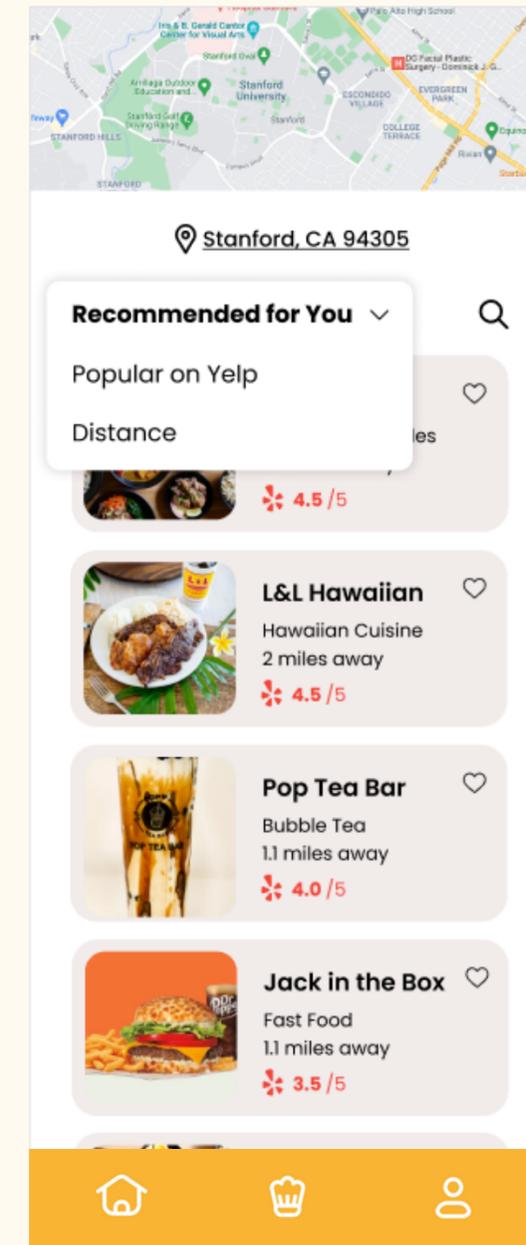
# Home Screen



*before*



*after*



# Restaurant Screens

1. Videos take up too much real estate
2. Videos are not accessible for users with impaired sight or hearing \*
3. Labels for “Food” and “Menu” button are confusing
4. Menu is too hidden; should be displayed more prominently

## *FIX*

- Videos implemented in horizontal carousel  
(Style updated to match app look)
- Updated labels for "Entrance, Seating, **Dining**, etc"
- Menu embedded in main restaurant page

\* complexity

# Restaurant Screens

scrollable <>

< L&L Hawaiian BBQ  
Hawaiian Cuisine  
2 miles away

MENU



### More Information

Address:  
[3890 El Camino Real  
Palo Alto, CA 94306](#)

Hours:  
Monday - Friday 9:00 AM - 2:00 AM  
Saturday 9:00 AM - 4:00 AM  
Sunday 8:00 AM - 1:00 AM

< Menu  
L&L Hawaiian BBQ

Filter Sort



BBQ Chicken  
\$18.99

BBQ Mix  
\$21.99



Spam Musubi  
\$3.99

Fried Shrimp  
\$18.99



Seafood Combo  
\$21.99

Loco Moco  
\$20.99

before

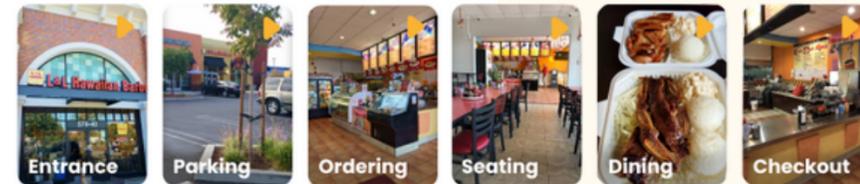
< L&L Hawaiian BBQ  
Hawaiian Cuisine  
2 miles away

4.5/5

### MORE INFORMATION

### WALKTHROUGH

GALLERY



### MENU

Main Dishes

Filter + Sort +



BBQ Chicken  
\$18.99

BBQ Mix  
\$21.99



Spam Musubi  
\$3.99

Fried Shrimp  
\$18.99

after

< L&L Hawaiian BBQ  
Hawaiian Cuisine  
2 miles away

4.5/5

### More Information

Address:  
[3890 El Camino Real  
Palo Alto, CA 94306](#)

Hours:  
Monday - Friday 9:00 AM - 2:00 AM  
Saturday 9:00 AM - 4:00 AM  
Sunday 8:00 AM - 1:00 AM

Contact:  
123-456-7890  
landl@gmail.com

Dining Options:  
Uber Eats

Ratings:  
4.5/5 See reviews on [Yelp](#)  
4.2/5 See reviews on [GrubHub](#)



# Menu Screens

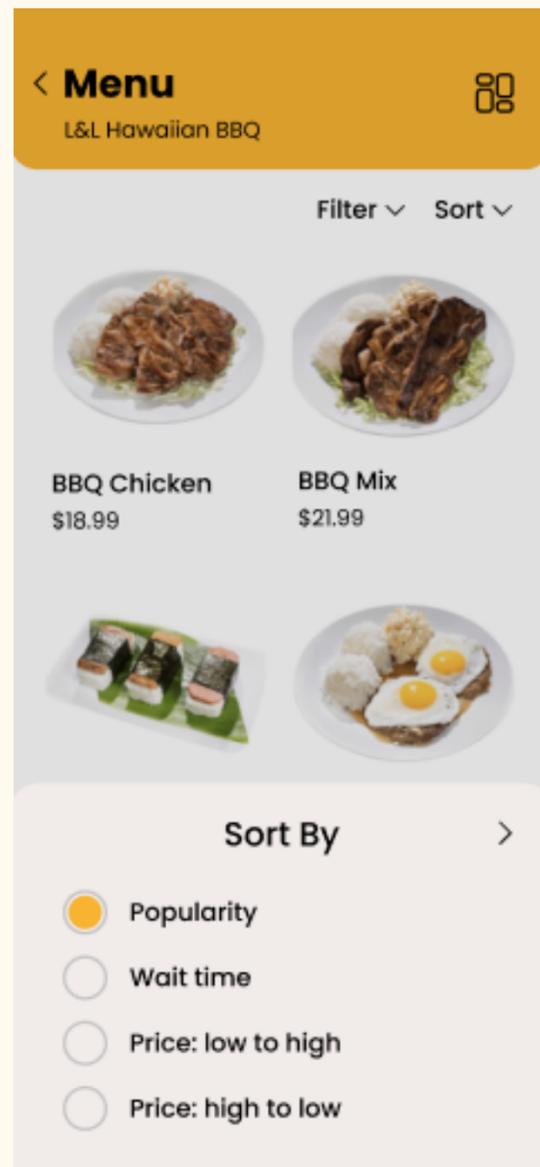
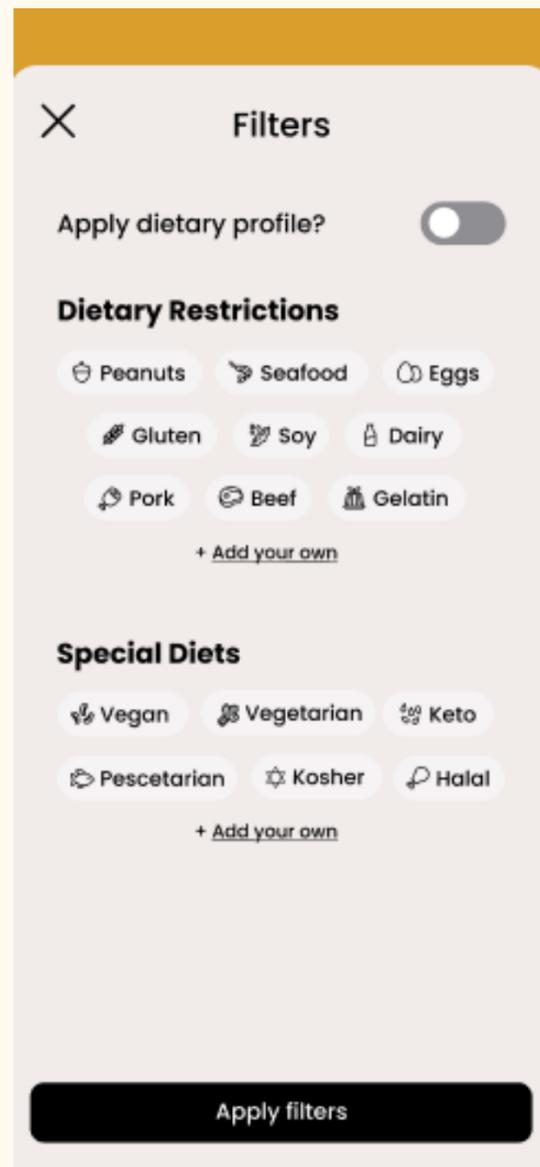
1. Can't close the sort pop-up without a selection
2. Sort pop-up appears at the bottom of the screen instead of top
3. Unable to order food directly \*

## **FIX**

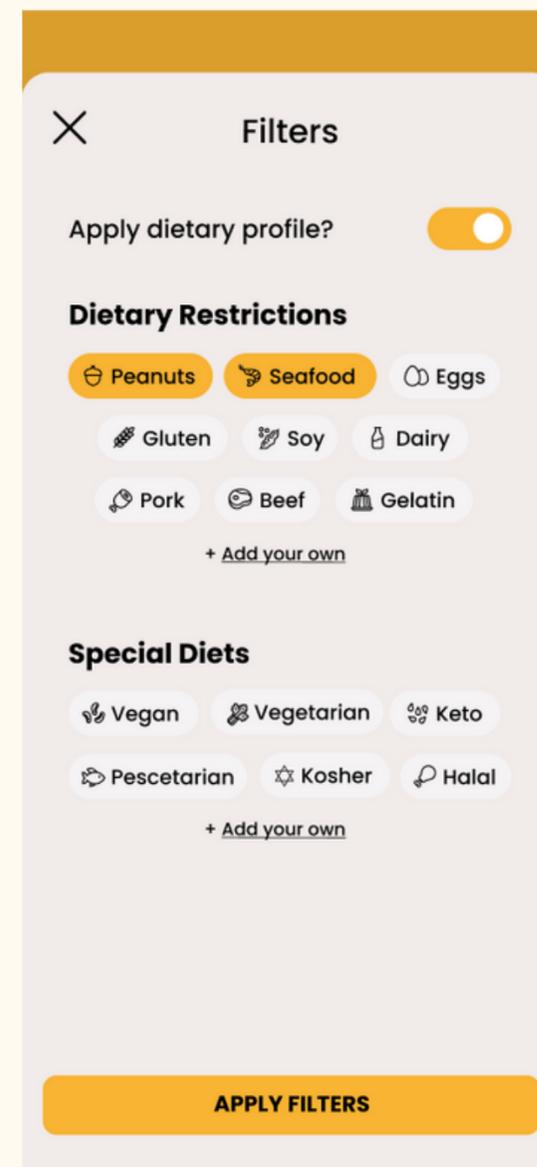
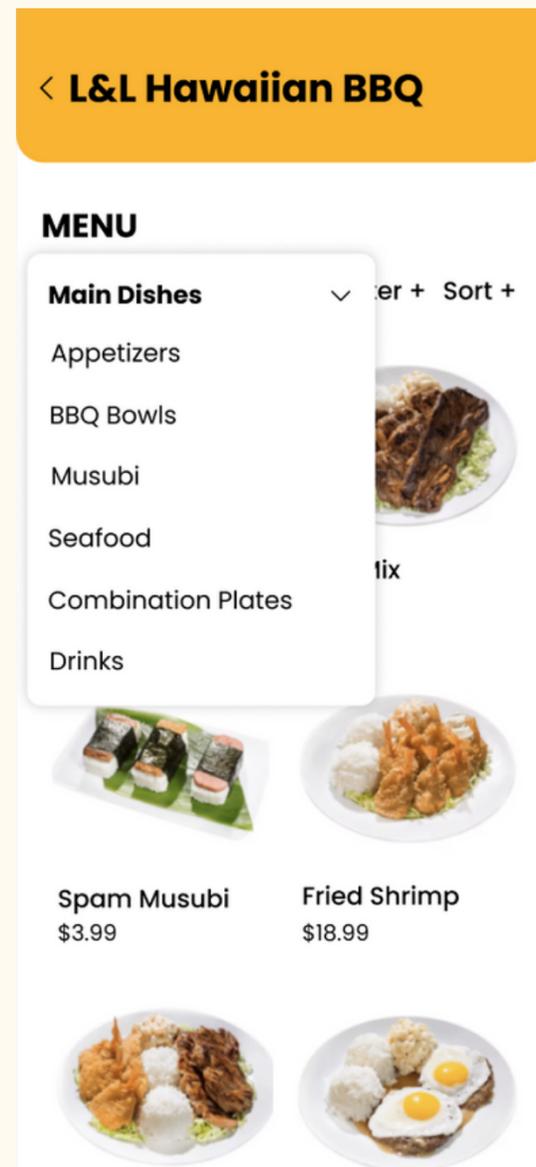
- Add close button to sort pop-up
- Move sort pop-up to top of screen
- Add menu categories

\* not key value proposition for noms

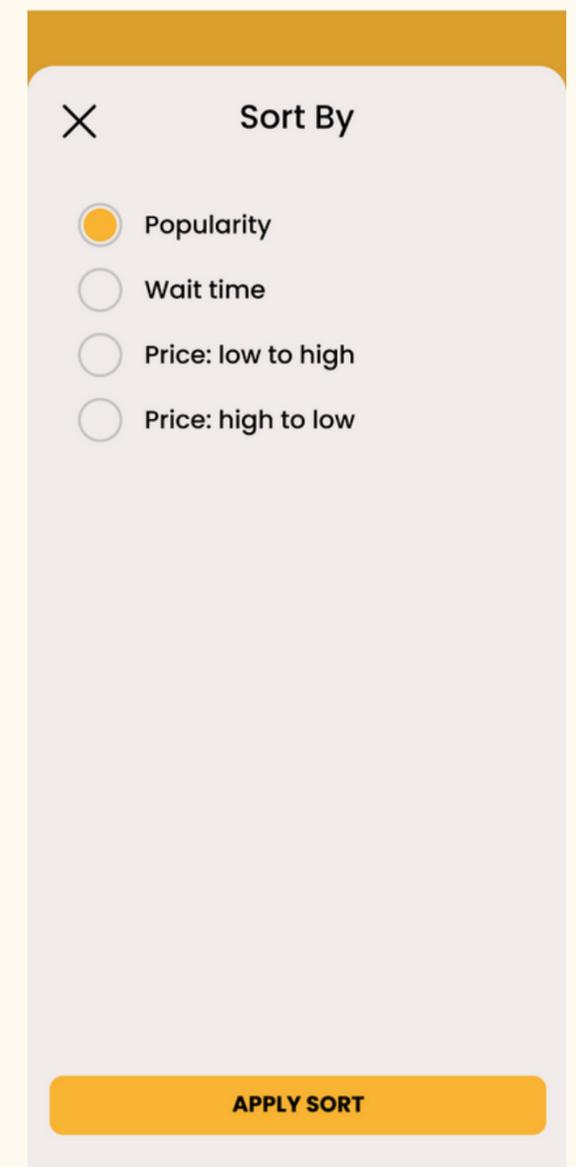
# Menu (filter & sort)



*before*



*after*



# Recommendation Screens

1. Only able navigate question flow via back buttons  
(difficult to edit previous answers or exit)
2. Sliders are too small; hard to see exact value
3. Price slider doesn't specify if it takes the average/less than value
4. Match results are not relevant or personalized enough
5. Can't load more dishes from the suggested restaurant
6. Unable to select multiple choices for recommendation questions

# Recommendation Screens

## *FIX*

- Reduce number of questions (from 5 to 3)
- Scrollable questions instead of different screens
- Add lower & upper limits for price slider
- Hardcoded recommendation paths based on answers
- Add "Menu" button to result page
- Allow multiple choice selections

# Recommendation Screens

**Recommendation**  
Get personalized restaurant & dish suggestions!

**Settings**

Distance  
10 mi  
<1 mi >30 mi

Average Dish Price  
\$30  
<\$5 >\$100

Number of Dishes ⓘ  
1 2 3 4 5 +

Apply dietary profile?

**Dietary Restrictions**

Peanuts  Seafood  Eggs  
 Gluten  Soy  Dairy  
 Pork  Beef  Gelatin  
[+ Add more](#)

**Special Diets**

Vegan  Vegetarian  Keto  
 Pescetarian  Kosher  Halal  
[+ Add more](#)

[Start Matching](#)

**Recommendation**

Alright Carey!  
What flavor do you seek?

 Sweet  Salty

 Spicy  Sour

 Umami  
[None of these](#)

**Recommendation**

The million dollar question –  
What are you digging?

 Squash Risotto  Ratatouille

 Margharita Pizza  Lasagna Bolognese

[None of these](#)

**Based on Your Responses...**  
Happiness Lies Here

 Terun  
Palo Alto, CA, 94305 ⓘ



[See Restaurant Info](#)

**Carey's Match Menu**

**Tricolore** \$22.00  
 Peanuts  
 Shellfish  
**Contains:**  
Tomato Sauce  
Burrata Mozzarella  
Cherry Tomato  
Arrugula



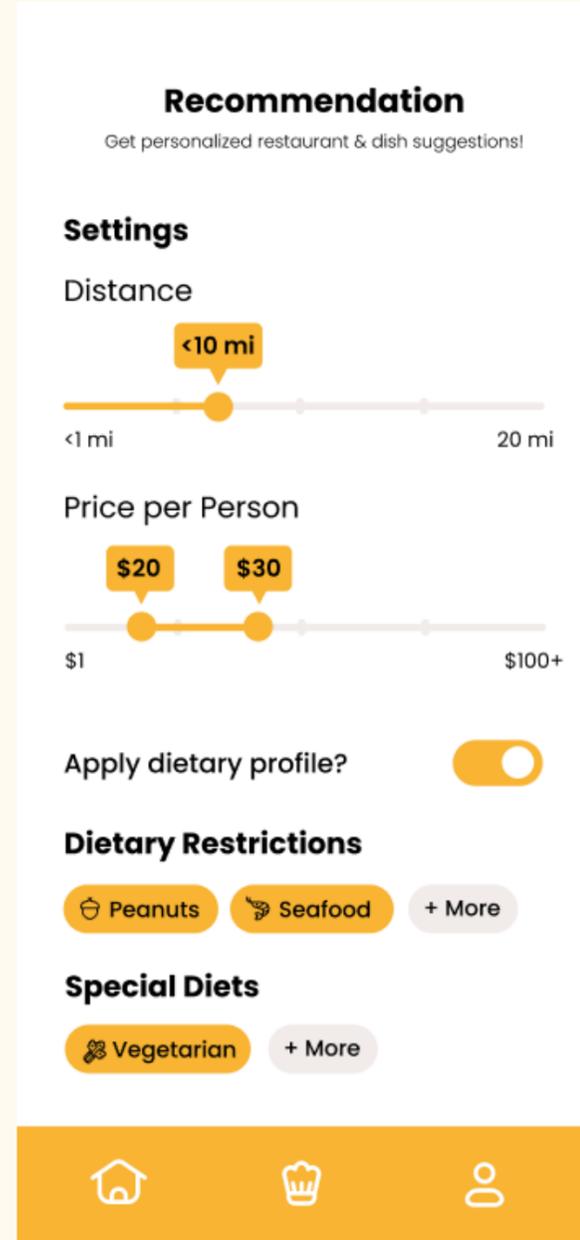
**Gnocchi** \$21.00  
 Peanuts  
 Shellfish  
**Contains:**  
Red Beets  
Grana Padano  
Taleggio  
Gorgonzola



[Reserve Now](#)  
[Order Delivery](#)

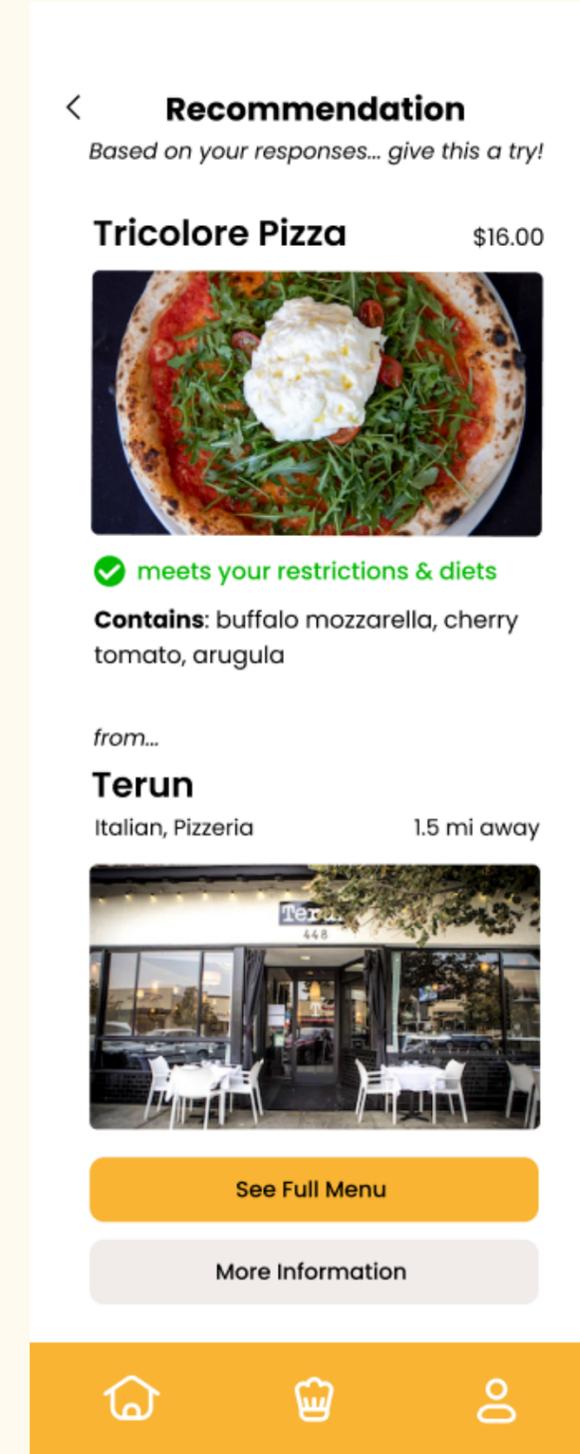
*before*

# Recommendation Screens



*after*

scrollable <>



# Usability Goals

## PLEASING:

- Simplified & unified design

## EFFICIENT:

- Prioritize user needs w/ embedded menu section

## ROBUST:

- Simplified reco flow
- Handles any possible user selection for dietary profile & reco options

## Summary:

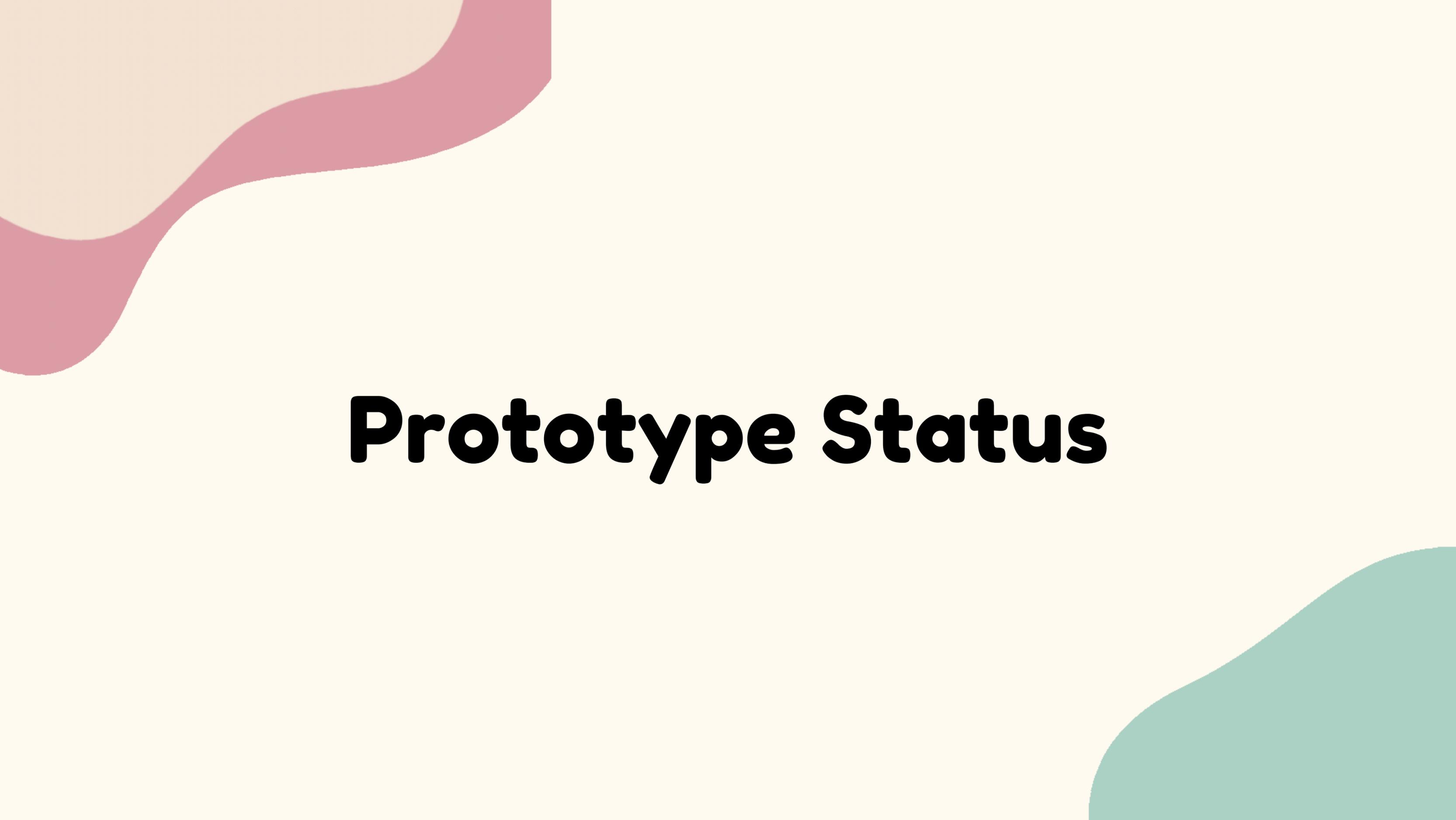
**22 violations**

(severity 3 & 4)

**ALL addressed!**

Exceptions:

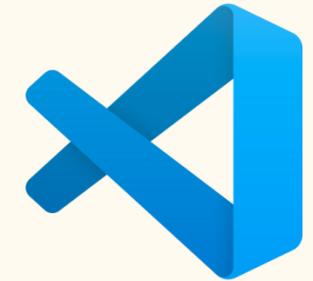
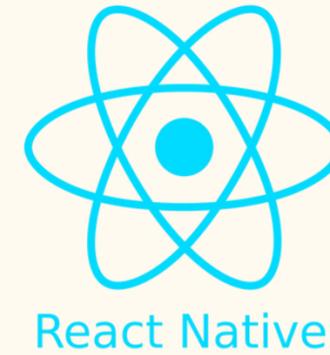
- **1 issue** not aligned w/ value prop
- **3 fixes** TBD, due to complexity and hardcoded constraints

The background features abstract, wavy shapes in shades of pink and teal. A pink shape is in the top-left corner, and a teal shape is in the bottom-right corner. The text is centered in the white space between them.

# Prototype Status

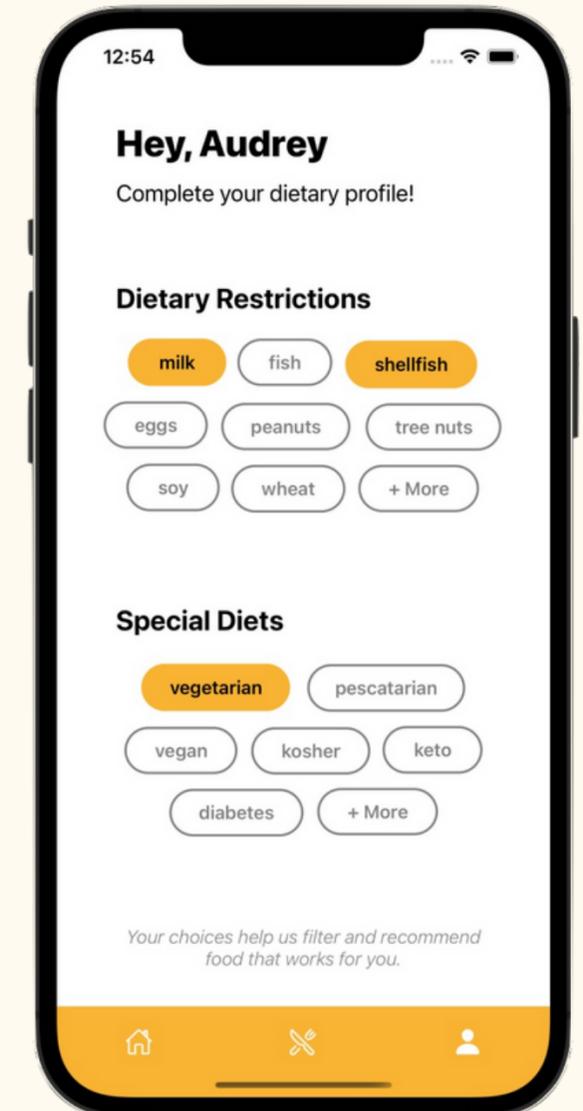
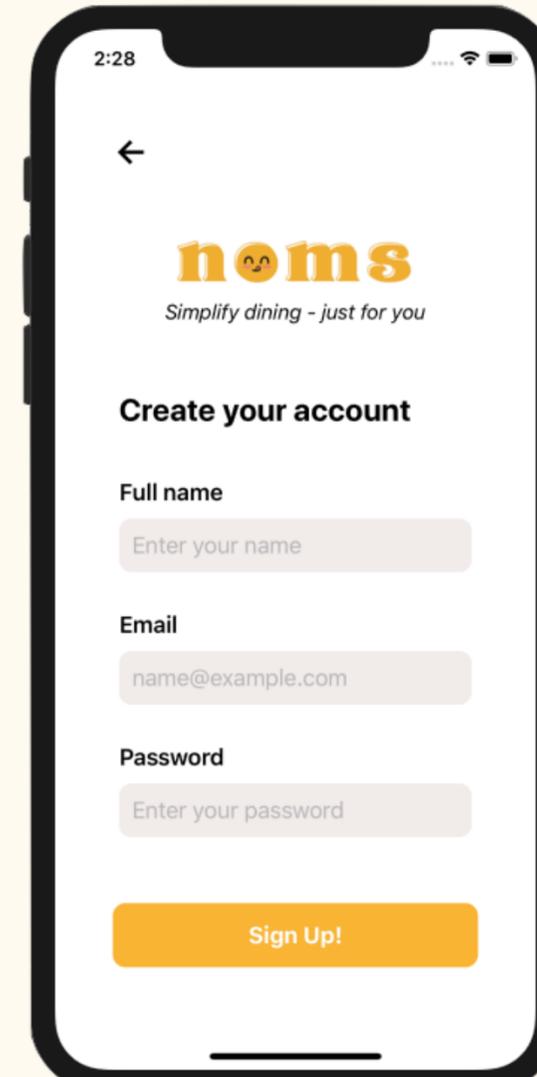
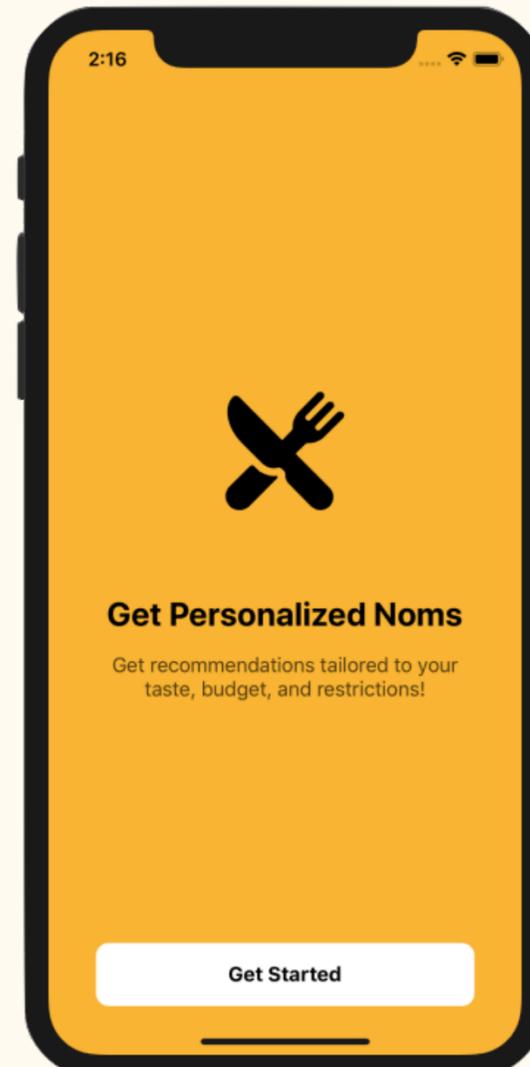
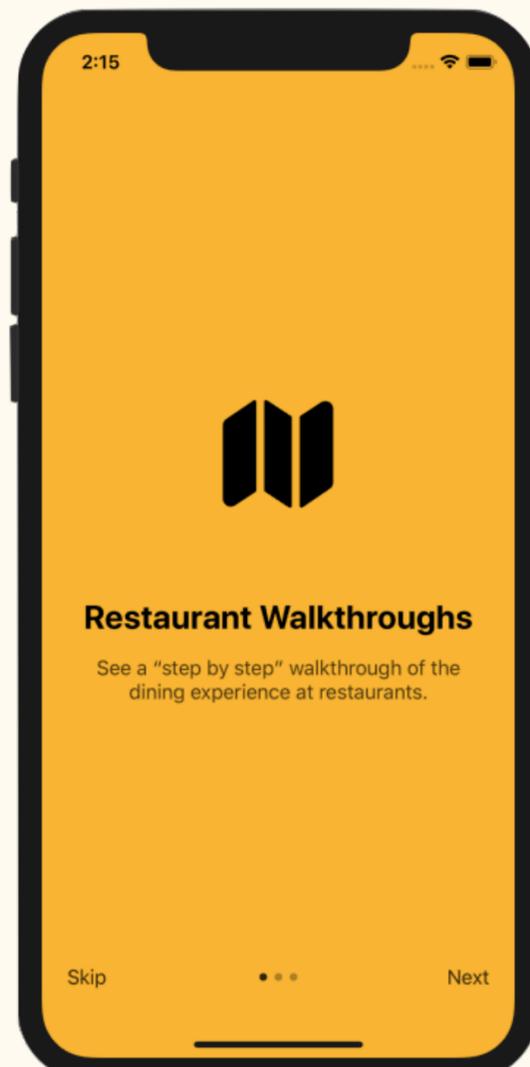
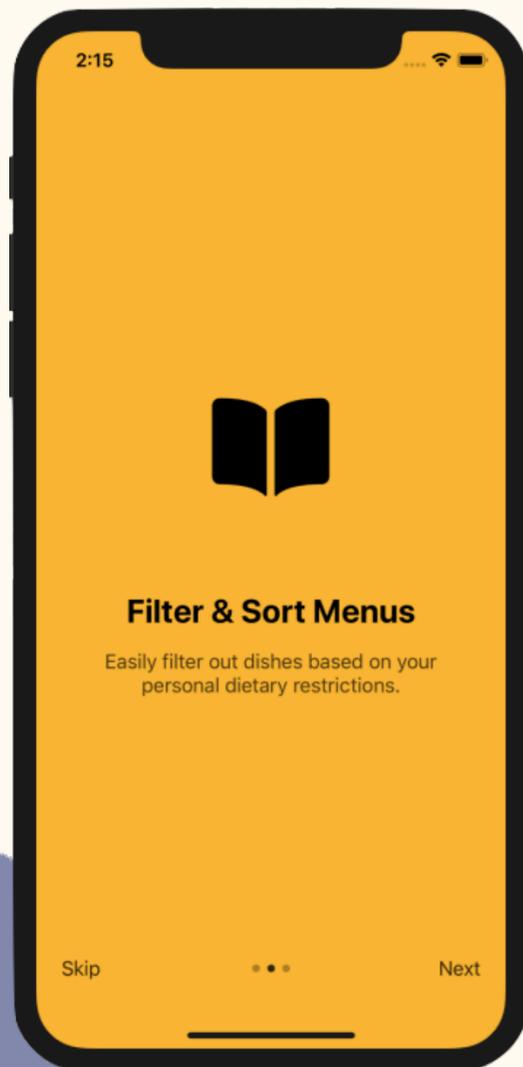
# Framework & Tools

- React Native (application framework)
- Expo (building and simulating the app)
- VSCode, Sublime, XCode (development)
- Figma (design)



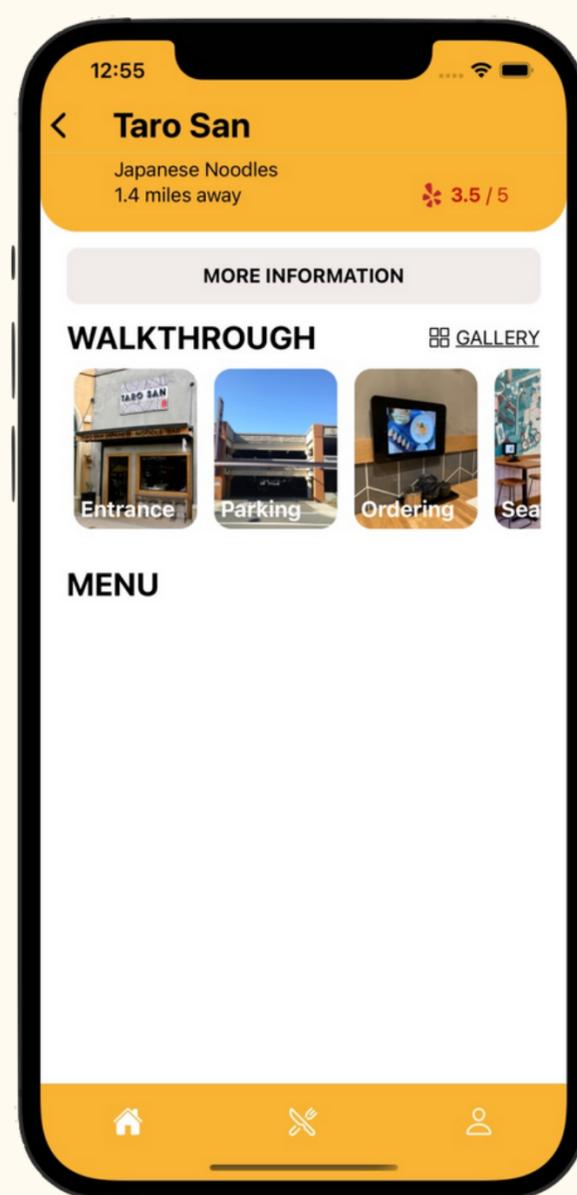
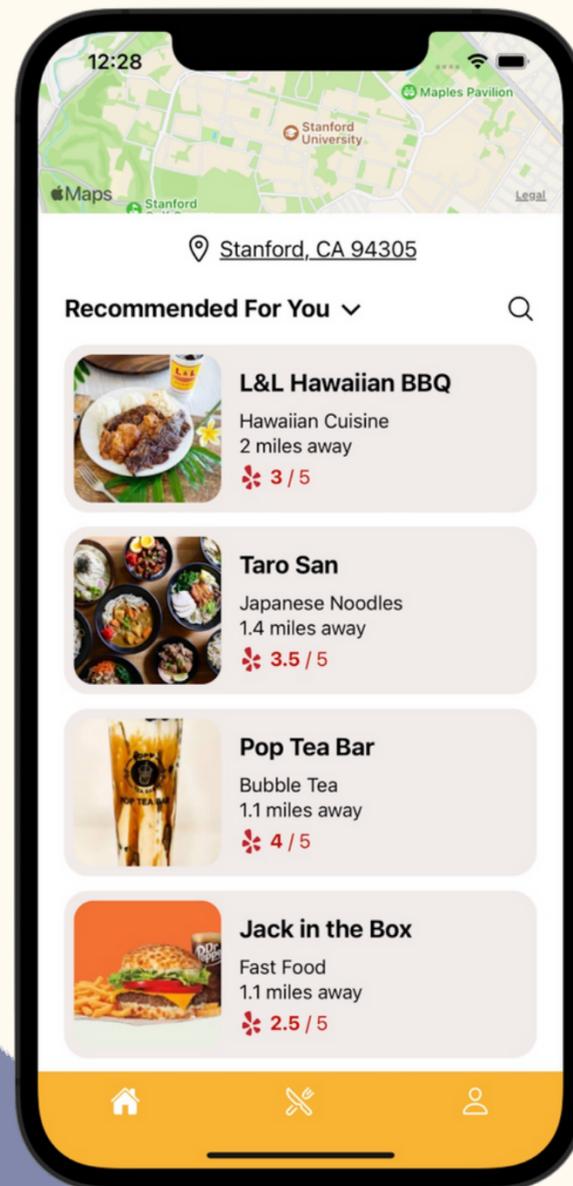
# Implemented Features

Onboarding: Sign up and create your dietary profile



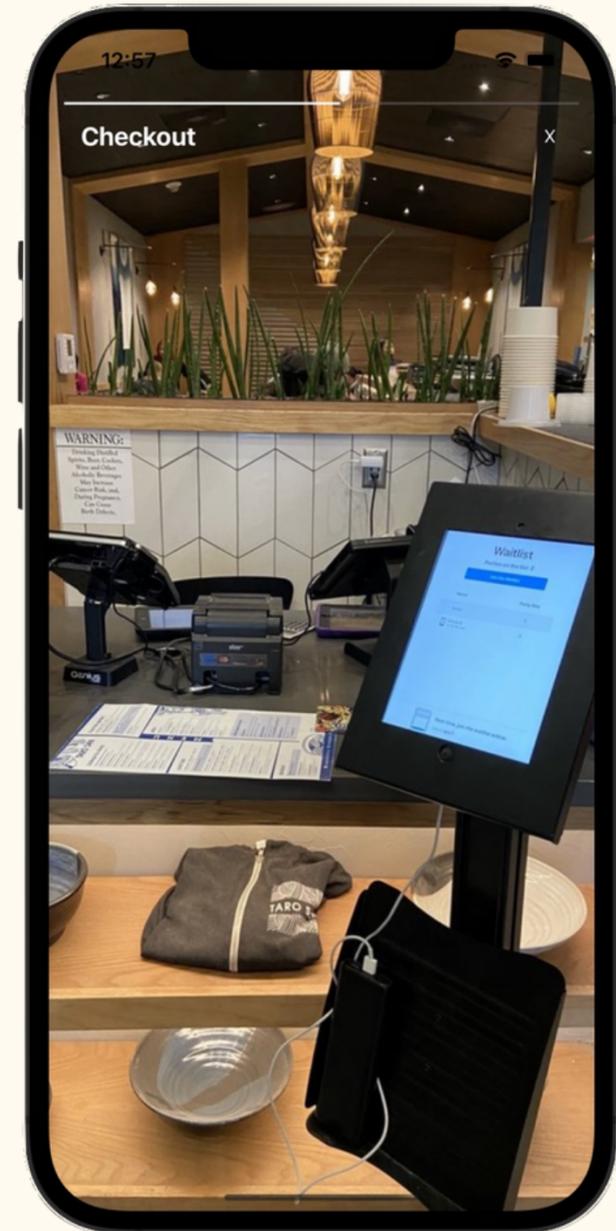
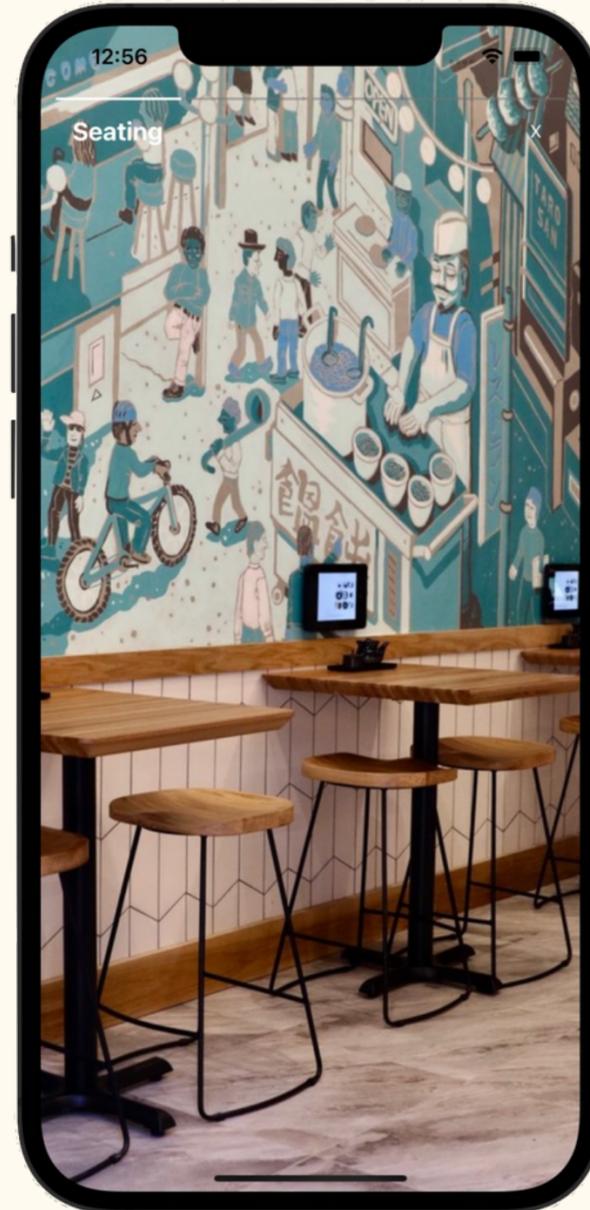
# Implemented Features

Simple Task: See the “step by step” experience of dining at a restaurant



# Implemented Features

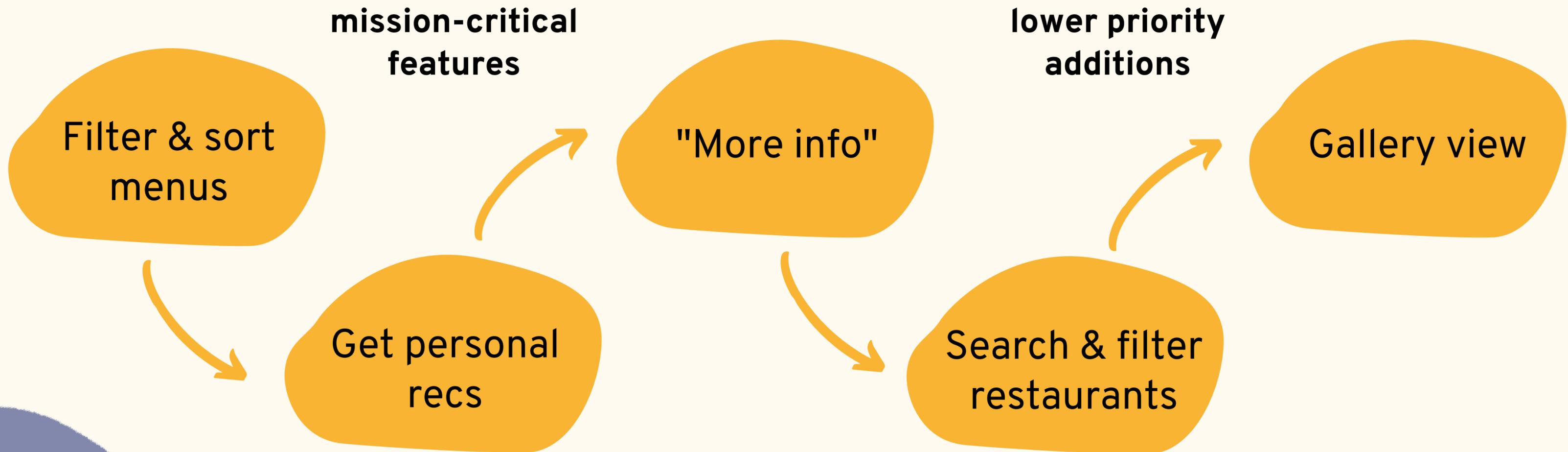
Simple Task: See the “step by step” experience of dining at a restaurant



# Upcoming Features

- **Moderate Task:** Filter & sort specific restaurant menus
- **Complex Task:** Get personalized dish & restaurant recommendations
- Search & filter functionality on home page
- "More Information" page for restaurants
- "Gallery" view for walkthroughs

# Upcoming Timeline



# Wizard of Oz Techniques

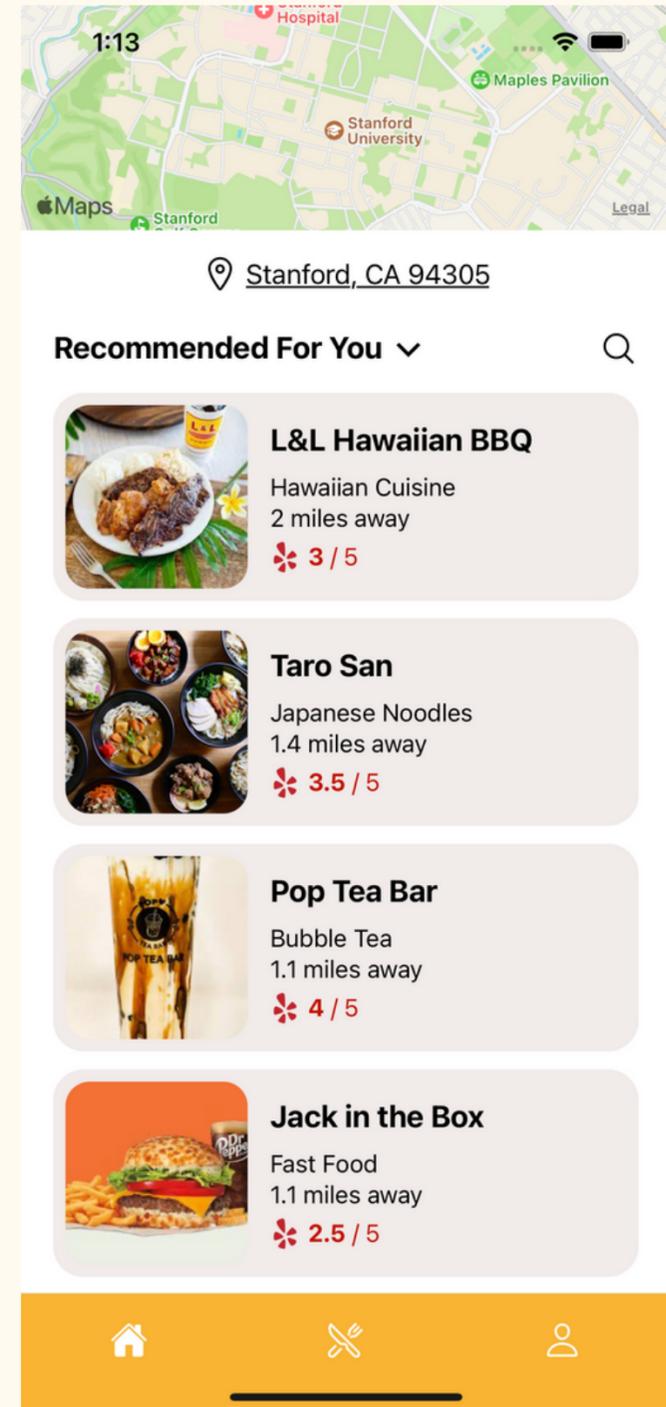
- "Magic AI" will give recommendations:

We will pre-select different restaurant & dishes based on possible answers

*(e.g. Italian + sweet + creamy = Gelato from Carem Italian)*

# Hard-Coded Data

- Location set at Stanford
  - Hard-coded restaurant information (10-15x)
    - Category, distance, yelp rating
    - Video / images for walkthrough
    - Menu items (incl. ingredients, restrictions)



# Questions for the Audience

- Scrolling vs. different screens for recommendation questions?
- Preferred number of questions to get a recommendation?
  - *Plan on 4 options per question + "none of these"*
- Questions:
  - CUISINE (American, Mexican, Italian, Japanese)
  - FLAVOR (sweet, salty, spicy, sour ... umami? bitter?)
  - TEXTURE (crunchy, creamy, chewy, smooth)

The background features decorative wavy shapes. A pinkish-red shape is on the left side, and a teal shape is on the bottom right side. The rest of the background is a light cream color.

**Demo!**

# Summary

- 20+ changes based on heuristic evaluation + feedback
- Progress
  - App & database structure in place
  - Onboarding + 1/3 tasks complete
- Need to implement
  - 2/3 tasks + minor features

**Overall: Plan in place to finish app by deadline!**



**Thank you!**